

OKINAWA

An Official Archive of Okinawa Autotech

TIMES



FAMILY



Okinawa is fuelled by 3 parameters: Innovation, Sustainability, and Cutting-edge Technology

First of all, I would like to congratulate all of you for all your successful contributions and wins with strong results last year. The bygone year was an eventful year, not only for us as an organisation, but also for the sector as whole.

In the month of January, we marked another milestone in our kitty by completing six glorious and successful years in Indian automobile market. I would like to thank the entire workforce for their commitment towards the company. With their collaborative and committed efforts, we will definitely achieve many more successes in near future.

To give you some perspective, in 2022, the Indian electric vehicle (EV) market experienced phenomenal growth. Due to customers' preference for affordability and rising environmental consciousness, it is anticipated that EV demand will expand even further in 2023.



EV sales currently account for 4.7% of all auto sales, but this percentage will rise as customers' confidence in the industry and the products ultimately improves. Okinawa is concentrating on strengthening its product range by investing more resources in research and development (R&D), upgrading its technology, and introducing new and comfortable designs in order to exceed these expectations and enhance customer satisfaction. The best example is our R&D centre in Italy, Europe. With huge investment of around Euros 25 million in phased manner, our aim is to provide best-in-class technologies from entire world to our customers sitting in India.

Indian e-two-wheeler industry is projected to reach 5 million units by 2025, accounting for 20–25% of the whole market, according to InvestIndia research. By the end of this year, Okinawa will unveil a brand-new electric motorcycle to target this niche. It is designed with the client in mind and to suit the aspirations of the younger population. Okinawa is spearheading India's transition to greener mobility by relying on electric vehicles. Being a responsible player in the industry, it will provide its clients with world-class technology and innovation.

Further, Okinawa is getting ready to launch its third 'mega factory' in Karoli, Rajasthan, which will be the most comprehensive and integrated two-wheeler facility. The factory has a production capacity of one million units annually.

In spite of the looming speed bumps of rising loan rates and price spikes brought on by new emission and safety regulations, the Indian automotive sector is embarking on a trip with optimism for a sustained growth momentum in 2023 and a deeper embrace of clean technologies. Furthermore, the industry is receiving consistent government support, which is likely to be reflected in the upcoming budget of 2023 through subsidies, tax and other manufacturing-related benefits.

CELEBRATING

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ANNIVERSARY OF 1st PRODUCT LAUNCH

On January 23, 2023, we celebrated the six commendable years in the world of electric mobility. The journey of achieving multiple milestones was full of ups and downs, but with the consistent support and trust of our employees, more than 230,000 customers, suppliers, dealers and other stakeholders we sailed through smoothly.

Okinawa is a pioneer in promoting electric mobility in India and is committed to #PowerTheChange. The company consistently focuses on developing its product portfolio with innovation, technology, and product design. With these critical elements, Okinawa not only fulfilled its commitment but also achieved multiple milestones in this glorious six-year journey:

- The company has always believed in a product that goes a long way, therefore, we are proud to say that we became the first E-2 W to conquer the highest motorable road in 2018.
- Further, Okinawa was the first EV manufacturer in the 2W segment to receive FAME-II Certification.
- Leading the change from the front, the company commenced in-house Lithium-ion battery production to enhance riders' safety and continue with multiple innovations for the holistic growth of the industry.
- We are proud to share that today Okinawa has sold more than 2,30,000 vehicles across 550 dealers and the numbers are growing by multiple folds. Our champion model Praise Pro is the 7th highest-selling scooter in the industry.
- JV with Tacita, Italy to set up an R&D center in Europe for the launch of next-gen products. The first product from this stable will be the launch of a new cruiser motorcycle.



Our MD and Founder, Mr. Jeetender Sharma was featured in India's biggest and most read business magazine Business Today. They have published MD Sir's views on how he has converted every challenge on his journey into opportunity and touched the new heights of success.

BEST ADVICE

JEETENDER SHARMA | FOUNDER & MD | OKINAWA AUTOTECH

Okinawa Autotech International is an Indian electric two-wheeler manufacturing company



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'Every challenge is an opportunity'

What was the problem you were grappling with?
We encountered two problems. First was when I decided to start Okinawa in 2015 with my wife and Co-founder Rupali Sharma. Initially, we travelled across Haryana to understand customers' issues with EVs and the feedback was depressing. It was quite evident that consumers were in no mood to come out of the internal combustion engine (ICE) age. The second problem arose when Covid-19 hit globally, and the whole world came to a standstill. We had to chart

out a plan to ensure business continuity.

Whom did you approach for advice and why?

I discussed it with my wife, and our familiarity with each other's working styles proved to be powerful tools in coming to the best possible solution.

What was the advice you received?

My wife felt we should take these challenges as an opportunity to identify our key focus areas for the future. So, we decided to utilise the Covid-19 period to solidify our internal processes and systems. We jotted down a list of issues plaguing EVs during our inception and addressed these through our products.

How effective was it in resolving the problem?

It was very effective. We took it upon ourselves to build something that would change the entire perception of electric two-wheelers. We have designed appropriate strategies such as service and power-pack check-up camps to educate and make our customers and dealers responsive about electric two-wheelers so that our customers take proper care of the battery and their vehicles. As this tech is new, awareness is the key to customer guidance and satisfaction. We also took various initiatives during Covid-19 to empower our customers and dealers, and increased our focus on the service segment. The company-led initiatives allowed us to mitigate the impact of Covid-19 successfully and ensured business continuity in the post-pandemic era. **BT**

—TEAM BT

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5S Month Activity at Plant:

At Okinawa we celebrated every month like a festival, and January was no different. Here, we celebrated January as “5S Month”. The concept of 5S in manufacturing represents optimization of workplace conditions. This tool not only offers a solid base on which improvements can be established but also gets workers from within the designated area actively involved in improvement initiatives. We implemented this tool across levels with signature activity, quiz, slogan competitions, poster making competition and awareness sessions. We witnessed impressive number of participants in these activities. Following were the activities planned to celebrate 5S Month:



• Training

The activity was started with providing training to the employees at the plant about the meaning and importance of 5S. The training also included the tips for implementing the 5S mantra in real life for better productivity



• Badge Activity

Every Employee at the plant took oath to keep the things sorted, shiny and standardize. They wore the badge for making their contribution in this activity. It resulted in clean and uncluttered work places.



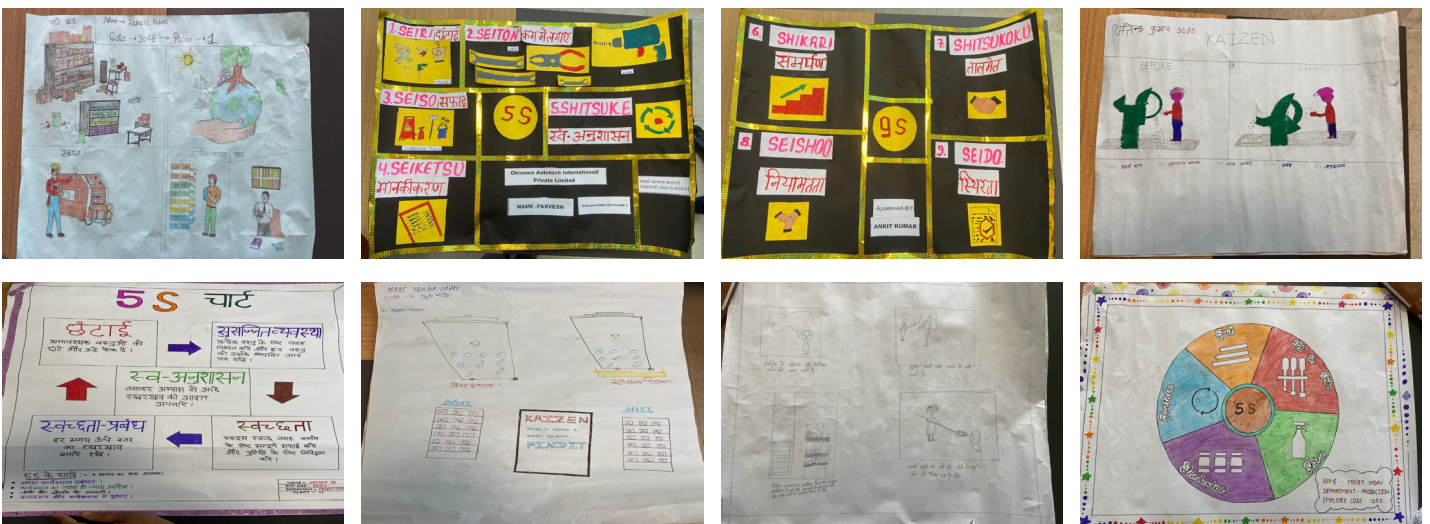
• Signature Wall

Our respected MD Mr. Jeetendra Sharma initiated this activity by writing his thoughts on the significance of 5S. This was followed by other employees.



• Poster making & Kaizen Activity

No. of employees participated in the activity by making posters on the 5S theme & no. of improvements took place to make the work place & environment clean & uncluttered.



Okinawa Carnival - Jaipur

Taking ahead its commitment of being customer focused company, Okinawa organized Service and Sales Carnival in Jaipur. The carnival was well received by the existing and potential customers of Okinawa as it gave the first hand experience the entire product range of the brand. The carnival was inaugurated by the first customer of Okinawa in Jaipur.

The Carnival offered multiple activities for customers including free health check-ups, on-the-spot vehicle servicing, interactive games and many more.

The combined efforts of hardworking and dedicated members of Okinawa family have made strengthen the trust for the brand among its customers. Additionally, more than 35 Okinawa scooters were delivered during the carnival which is in itself a milestone.

Our aim is to extend such carnivals across India in 2023.



Family Day Celebration



Marking the sixth year of Okinawa's first scooter launch, we celebrated this day with all our near and dear ones. In a gala event organized at Aapno Ghar in Gurugram, the families of all the employees of Okinawa were invited and had a fun-filled day that included rides, games, music and dance. The fun got doubled when our MD and Chairperson addressed the gathering and shared their gratitude towards every member of Okinawa family; they praised the contribution and sacrifice of the family members that motivated the employees to give their best at work and achieve new heights of success.

This is now become an annual event and we are excited to celebrate this day with our extended families every year.



Republic Day

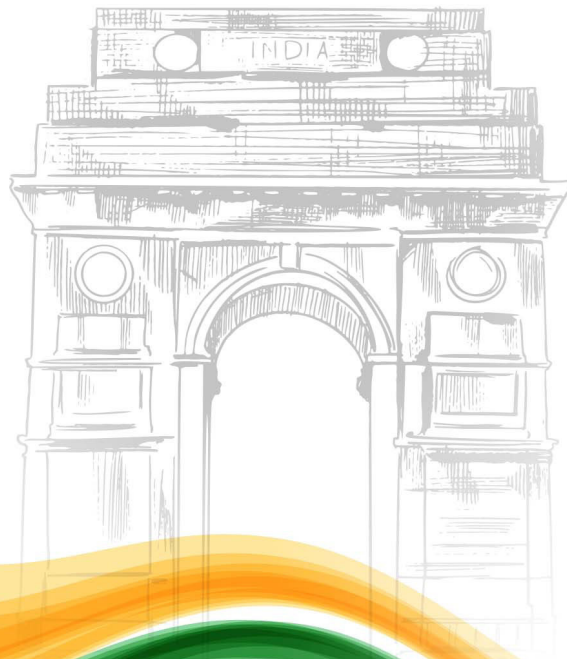
Our corporate office and plant celebrated India's Republic Day with full of zeal and patriotism. Both corporate office and plant were decorated with tricolor balloons and employees wore ethnic outfits that took the celebration to another level of success. The celebrations were begin with national Anthem followed by patriotic songs. Everyone took an oath to contribute in India's growth story in every possible way.



Republic Day was celebrated with name of Amrit Mahotsav at 30 dealers across pan India.

Rallies were organized at different parts of India. Okinawa with its extended family participated whole heartedly in the rallies and other activities related to Republic Day

Such activities are a great example of how big corporates like Okinawa tries bring the nation together and take the vision of sustainable India one step ahead.



Happy Customer Club

is a marketing initiative which was introduced to capture & share the customers' HAPPY moments with its new vehicle on Facebook & Instagram. Images of all new vehicle deliveries were shared on the social media platforms. Customers & Dealers also become the part of this initiatives by sharing, commenting & tagging their family & friends.





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Power the Change

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